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Appln. No. 09/811,724  
Response dated February 7, 2006  
Reply to Office Action of October 11, 2005

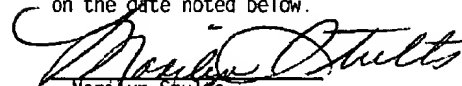
**Attorney Docket No. 01145/LH**  
**IN THE UNITED STATES PATENT**  
**AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.  
Serial No. : 09/811,724  
Filed : March 19, 2001  
For : SYSTEM AND METHOD FOR  
DISTRIBUTING ADVERTISEMENTS  
TO A PLURALITY OF USERS BASED  
UPON ADVERTISEMENT USER  
ATTRIBUTES AND ADVERTISEMENT  
PROVIDER ATTRIBUTES  
Art Unit : 2143  
Examiner : Alina A. Boutah  
Confirm. No.: 9510  
Customer No.: 01933

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Marilyn Stults

Dated: February 7, 2006

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Account No. 06-1378.

**AMENDMENT UNDER 37 CFR 1.116**  
**EXPEDITED PROCEDURE - GROUP 2100**

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S I R :

This is responsive to the Office Action mailed October 11,  
2005, the term for response to which is extended by one month by  
Petition filed concurrently herewith to February 11, 2006.

**Amendments to the Claims** are reflected in the listing of claims  
which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 18 of this paper.